Danish University of Design

COURSE DESCRIPTION
PROFESSIONAL

Course title Professional	**Kursustitel** Professionel
Course number BI2RO--KMU	**Approved** 06.06.23
Level and semester BA, 4th semester	**Field of study** Industrial Design
ECTS 15	**Responsible** Per Voss Nielsen
Exam form Semester exam (see Studieplan/Study Plan on Itslearning) Combination test: Oral defence and design product	**Assessment** 7-point grading scale The exam will be an overall evaluation of the presented design product and the oral defence.
Censor External	**Extent/duration of exam** The duration of the total semester exam is 60 minutes, of which: 20 minutes are for the student's presentation 20 minutes are for discussion 20 minutes are for voting and assessment
Group work see Studieplan/Study Plan on Itslearning	**Prerequisite** As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio before a deadline set by the study administration.

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Course objective
This course covers two areas in relation to the concept professional. The students must deal with and design for a professional user group and be able to establish and enter into a professional collaboration with a company.
The students will initially be trained in identifying relevant professional target groups (for example, nurses, crafts-men, etc.) and finding links to relevant collaboration partners. In this connection, the students themselves will establish collaborations in a professional manner, with both professional users and the collaborating company.
Through the course, students will gain a general understanding of business perspectives (present and future) and will be introduced to tools for business models and strategic business considerations. In addition, they will be introduced to anthropological design methods and participatory design as a basis for analysing context and user needs, as well as co-creation with relevant users from the chosen professional target group.
In the developed concept, the students must also consider materials, technology and production technology in relation to the company's commercial conditions (for example, high number of pieces, requirements for packaging during distribution, etc.). In the course, the students must work with future business models with a sustainable perspective, e.g. circular business models.

Learning outcome
At the examination, the student is expected to:

Knowledge:
• *have insight into how to professionally establish a collaboration with an external business partner*
• *have knowledge about business tools such as Business Model Canvas and Ansoff matrix*
• *have an understanding of anthropological methods within design*
• *have an understanding of the ethical aspects of conducting user studies*

Skills:
• *be able to analyse and compare the company's needs and human needs in a (future) business context*
• *be able to use the Business Model Canvas as a tool to analyse and develop business aspects of a company, particularly with a focus on sustainable business models*
• *be able to specify a design's "Unique Selling Points"*
• *to involve professional users directly in participatory design processes*
• *to collaborate with other professions and to make use of their professional knowledge*

Competences:
• *be able to set the framework for cooperation with a professional business partner, including following the business partner's code of conduct*
• *be able to develop and analyse commercial design ideas*
• *be able to identify and justify a relevant design challenge based on the insights from user involvement and context analysis*
• *be able to develop a design concept for a specific context and professional target group*

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Generic learning outcome
In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*